



"Enabling Agriculture Innovation and Service Excellence through Geographic Solutions."

US Department of Agriculture Geospatial Enterprise Data Center

APFO Annual Imagery Planning Briefing

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*Stephen Lowe
USDA GIO, 12/2009*



Evolving Public Service Views

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New Public Management

- New private sector values
 - Public entrepreneurs
 - Market-like competition
 - Reduce federal service monopoly
 - Economic rationalism; trust the market
 - Steer, don't row
- (NPR, Osborne, Commercial Models)



New Public Service

- Larger public good
 - Civic education; democratic citizenship
 - Trust in collaboration; enable the network
 - Build mediating institutions
 - Serve rather than steer; not customers but citizens
- (Visibility, participation, diversity of sources/means)



Executive Office of President Agenda

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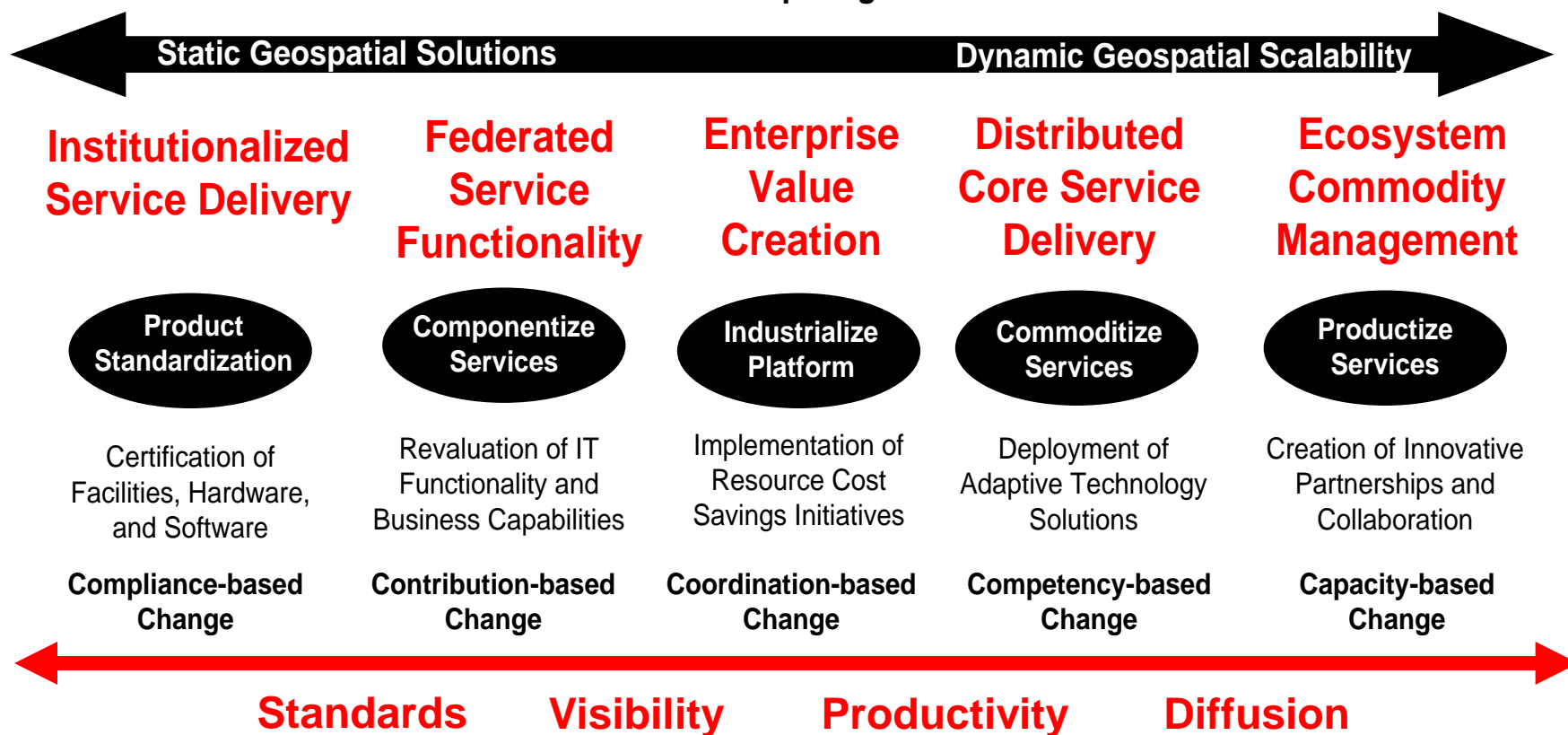
- **Core Values:**
 - Transparency, Accountability, Participation
- **Approach:**
 - Public-interest is the aim, not the by-product
 - Trust in efficacy of collaboration; quest for community and civil society
 - Think strategically; act democratically
 - Value citizenship and public service above entrepreneurship
 - Serve citizens, not customers; value people, not just productivity



Government 2.0 Maturity Model

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Continuum of Cloud Computing Transformation





New Business Model Deployment: 4C

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- Crowdfunding – engage audience and create the network
- Crowdsourcing – generate collaborative solution capabilities and relevancy by results
- Customization – assemble-to-order on scale
- Connectivity – visibility across domains, fields, relationships, dependencies, and consequences



Enterprise Geospatial Management

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Strategic

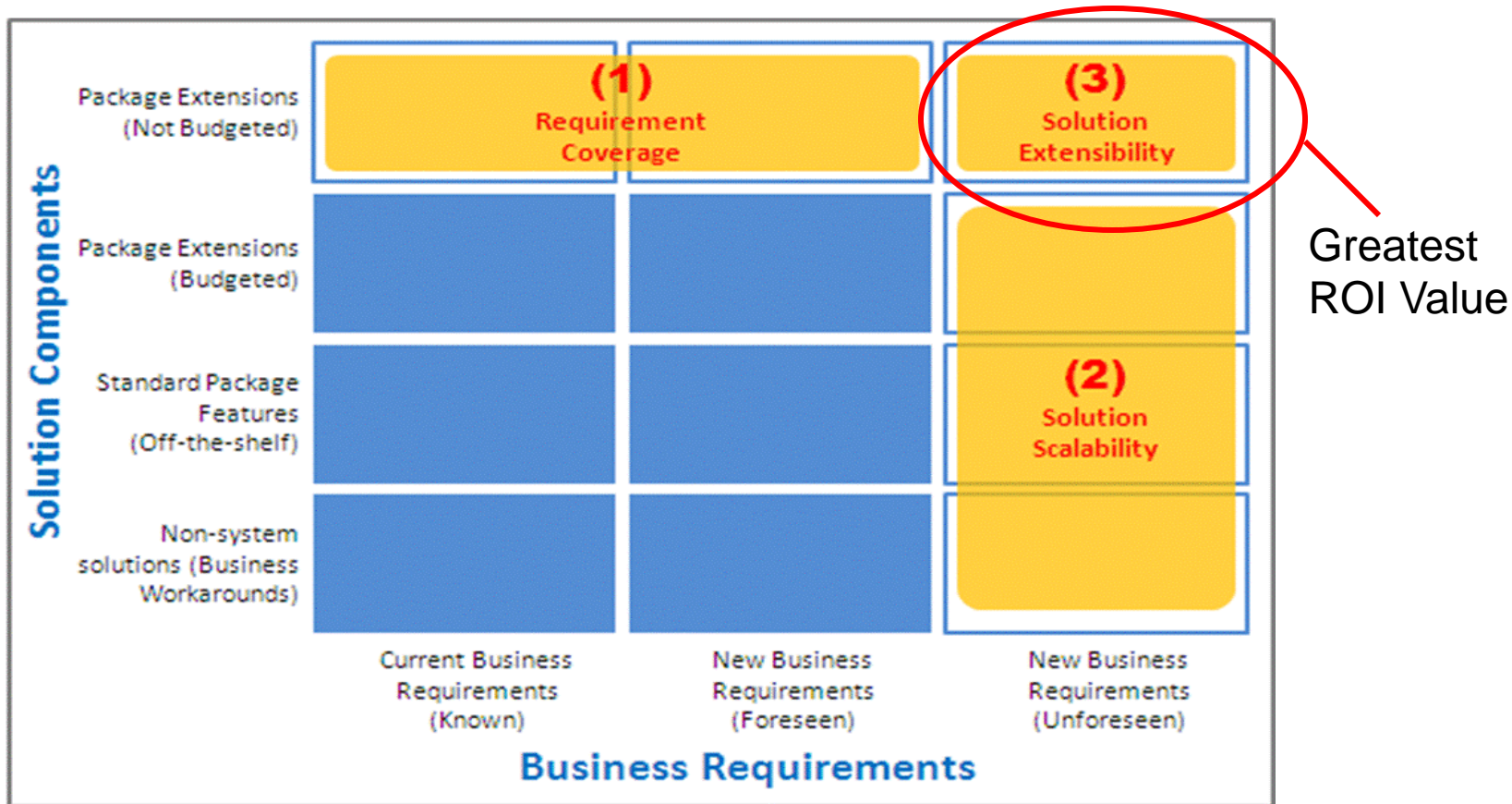
- Geo Capability Maturity Model
- Strategic alignment to Administration agenda
- ✓ • Business-oriented, geo-enabled solutions
- ✓ • Technologies identification
- ✓ • Data lifecycle value management
- Analytic capacity building
- Social media channel and network extension
- Service mashup

Structural

- Policy and Guidance
- Requirements management
- ✓ • Data standards
- Governance
- ✓ • Budget Planning
- Product management
- Performance management
- ✓ • Procurement: BPA, ELA, etc
- Knowledge management
- Competencies Development

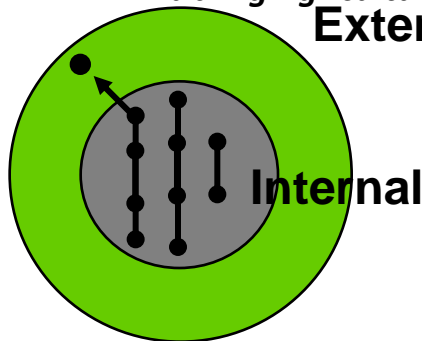
Emerging Business Requirements

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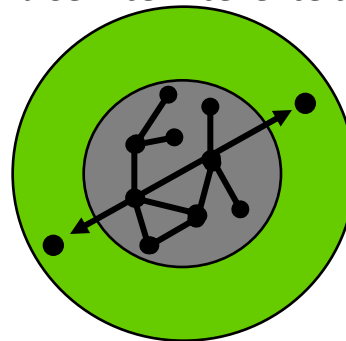


Aligning Geo Solutions with Network

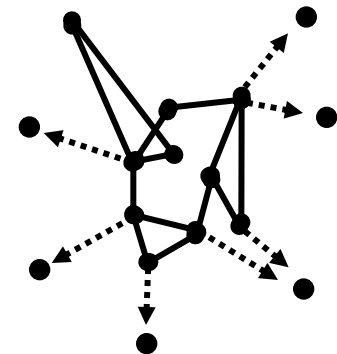
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Routine Response



Modular Response



Customized Response

- Familiar Problems
- Process Execution
- Defined Boundaries
- Centralized Decision-making

- Complex Problems
- Role of Participant
- Cross Functional
- Role-based Decisions

- Ambiguous Problems
- Other's Expertise
- Permeable Boundaries
- Collaborative Decisions

- Categorization/Classification
- Prediction
- Scheduling/Planning
- Evaluation

- Configuration/Selection
- Monitoring
- Interpretation/Analysis

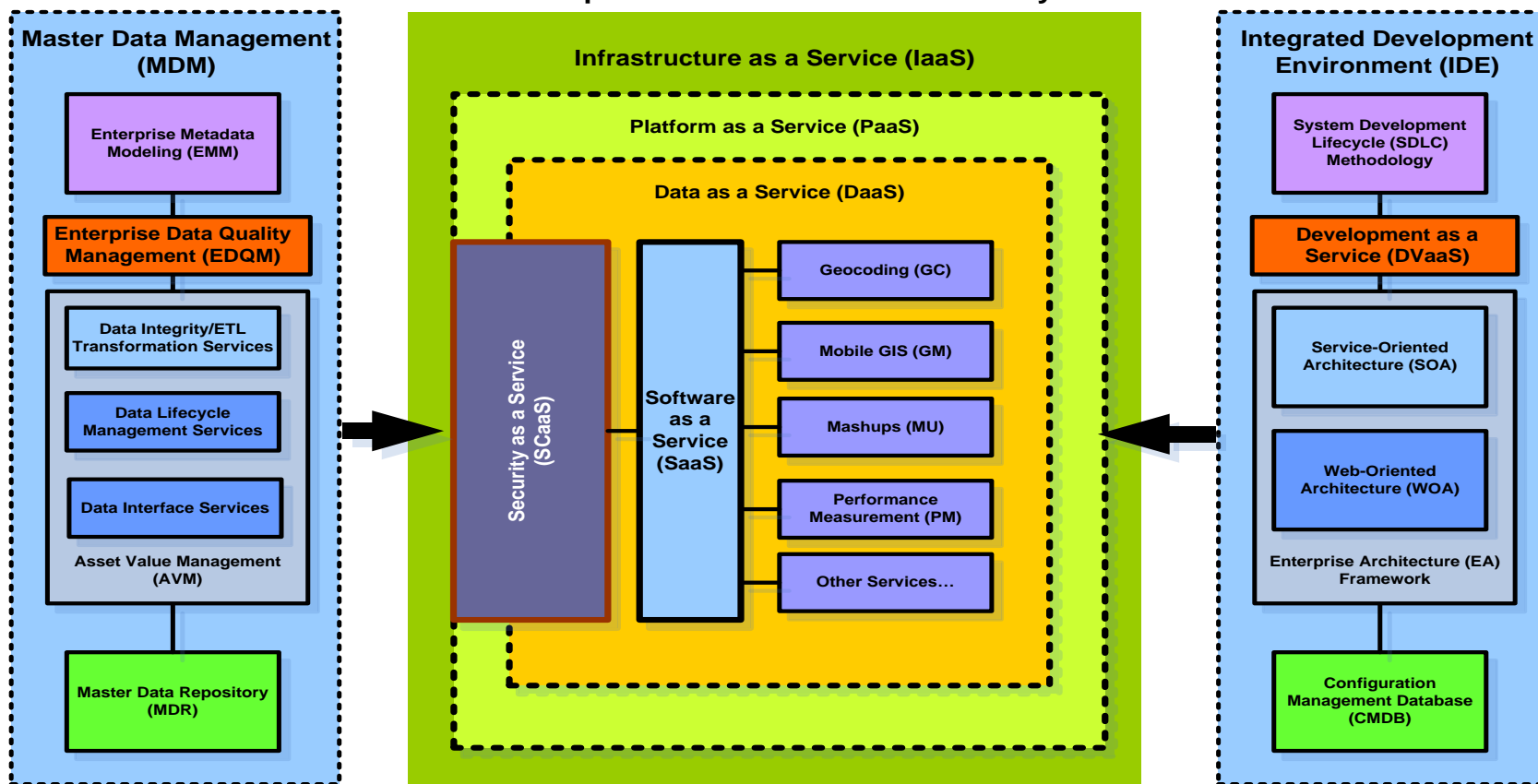
- Framework Design
- Hypothesis Testing
- Diagnosis

Problems
Patterns

Geospatial Cloud Reference Model

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Geospatial Product & Service Delivery



Stephen Lowe – USDA GIO Sept 2009

*Enterprise Geospatial Management Office
Office of the Chief Information Officer*

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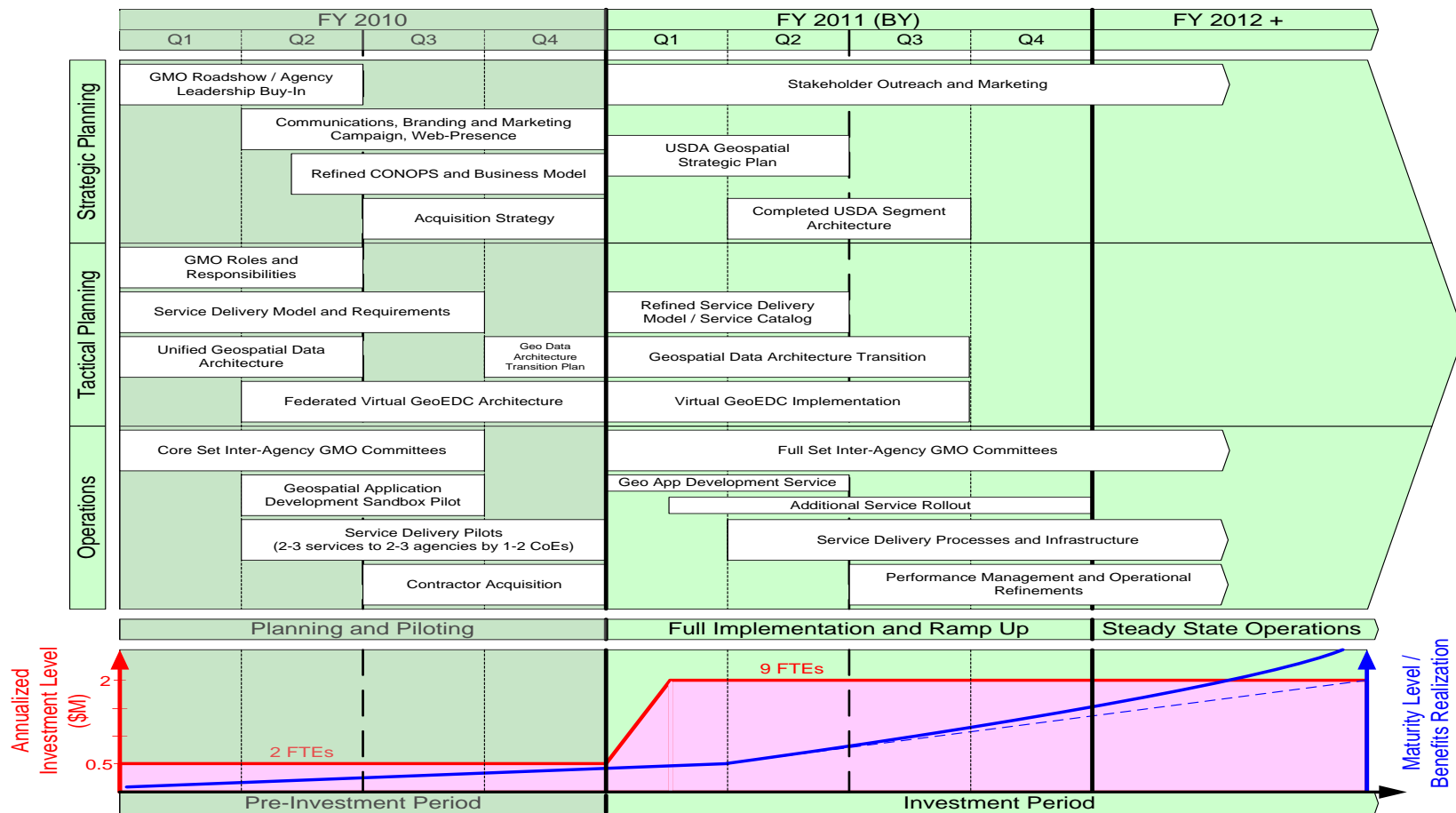


GeoEDC Architecture Considerations

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- **Salt Lake City Geo Center of Excellence:**
 - Agriculture Requirements Normalization (Codification)
 - Data Standards Management (Governance)
 - Applications Development Hub (CMMI)
 - Innovation Sandbox (Divergence)
- **Virtualization:**
 - Production Management Platform (Sustainability)
 - Capacity and Demand Management (Scalability)
 - Data Lifecycle Management Environment (Quality/Value Creation)
 - Social Media Tools and Channels (Collaboration)

EGMO Roadmap





Collaboration & Improvisation

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